

Is AI Recommending You?

YOU'RE IN THE RIGHT PLACE!
WE WILL BEGIN SHORTLY.



**MICHAEL
LANDS**

ING
SOLUTIONS

**MELISSA
CHRISTENSEN**

VIGILANTE
PR

**ASHLEY
PINTARIC**

 Clarion Blue

WELCOME

- **SLIDE DECK AVAILABLE AFTER THE PRESENTATION.**
- **USE Q&A TAB FOR ANY QUESTIONS. WE WILL ADDRESS THEM ALL AT THE END.**

MELISSA CHRISTENSEN

CO-FOUNDER & CHIEF ALCHEMIST



WWW.VIGILANTE-PR.COM

MICHAEL LANDS

President, INO Solutions

"I help technical founders and CEOs of physical products companies turn spec sheets into sales through strategy, messaging, and CRO, building a marketing engine that drives growth."



Ashley Pintaric

Research Nerd, CEO & Founder - Clarion Blue

Clarion Blue is a research-first marketing agency that builds every strategy based on data and a deep understanding of your audience and market.



Clarion Blue

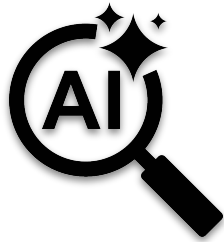
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GENERATIVE/AGENTIC ENGINE OPTIMIZATION GEO/AEO

DOES AI TRUST YOU ENOUGH TO CITE YOU?

What is AI Visibility, and Why Does it Matter?

AI visibility reflects how early and often a brand appears in AI-generated answers to user prompts.



Why AI Visibility Matters

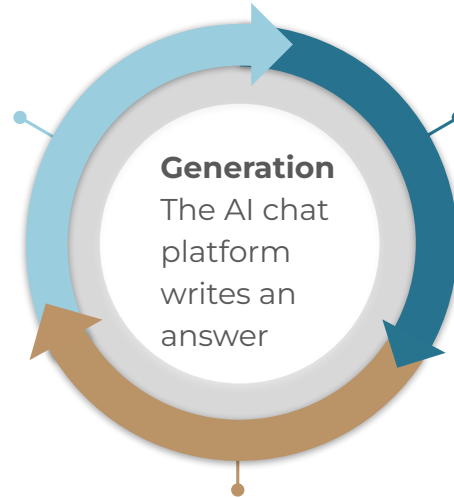
Improving AI visibility allows LLMs to find and recommend products and services that can solve your customers' problems.

How Does AI Generation Work?



1. You Ask A Question

The AI chat platform takes your query and often reformulates it into one or more search queries.



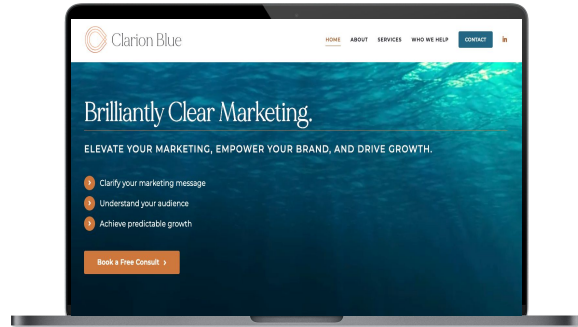
2. Retrieval

Next, the AI chat platform retrieves relevant passages from an external source (Bing/Google/Websites) that match the natural language generate a response.

3. Augmentation

The retrieved passages are inserted into the AI model's context window next to your original question, essentially as "here's some material to work from."

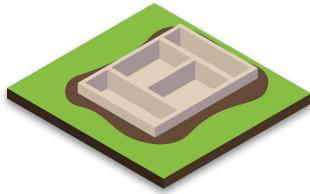
What is an AI Visibility Score?



An **AI visibility score** measures how well a website's structure, content, and promotional efforts are working together to make it more likely to show up in AI search results.

How AI Visibility is Achieved

1. Solid Foundation



**Website Entry and
Scannability**

2. Entry Points



**Accessing Pages,
Content Hubs, and
Natural Language**

3. Expansion



**Third Party Trusted
Mentions, Publications,
and Links**

OWNED MEDIA = ANYTHING YOU CONTROL

FORMULA:



Problem > Solution Framing



Format (avoid PDF)



Volume & Consistency



Thoughtful Content (not AI-generated)

AI & SEO Related Activities

Traditional SEO Web Crawlers

Read content to determine relevance by crawling URLs to evaluate pages for keywords, topics, and internal and external link graphs.



Did you know?

While traditional search and LLMs analyze the same content in different ways, LLMs still depend on the architecture of the internet and traditional SEO to discover that content.



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BEFORE YOU AUTOMATE, ONBOARD

AI doesn't know your business on day one

GIVE IT, BEFORE YOU ASK FOR OUTPUT:

- Your brand voice
- Your offers
- Your ideal customer
- Treat it like a new hire, not a finished expert



AI doesn't treat
every market
the same, neither
should you

Top Sources: Business & Professional Services

ChatGPT

Domain	Source (%)
wikipedia.org	151.93%
reddit.com	141.20%
techradar.com	29.83%
forbes.com	23.82%
clutch.com	18.03%
businessinder.com	12.66%
influencermarketinghub.com	12.66%
chambers.com	10.30%
nerdwallet.com	10.09%
designrush.com	9.87%

Google AI Mode

Domain	Source (%)
linkedin.com	24.05%
google.com	21.90%
yelp.com	21.43%
shopify.com	11.43%
zapier.com	10.95%
quora.com	10.24%
superlawyers.com	9.52%
justia.com	9.29%
chambers.com	8.57%
vault.com	7.62%

Data collected:
August 2025



WRITE DOWN WHAT YOU ALREADY KNOW

Store it as a document, and your AI can finally sound like you

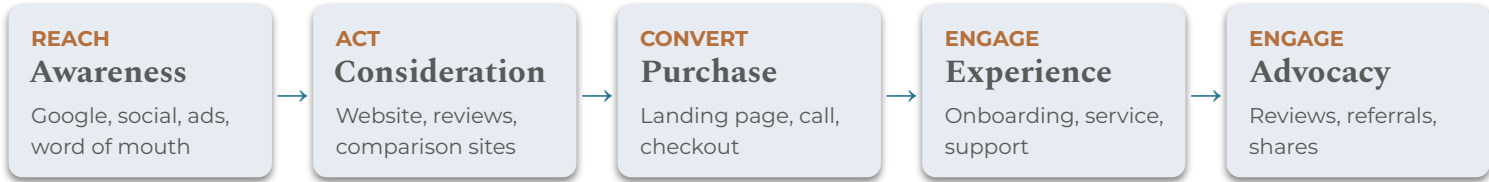
YOUR FOUR FUNDAMENTALS:

- Who you are
- Who you serve
- What problems you solve
- What you offer

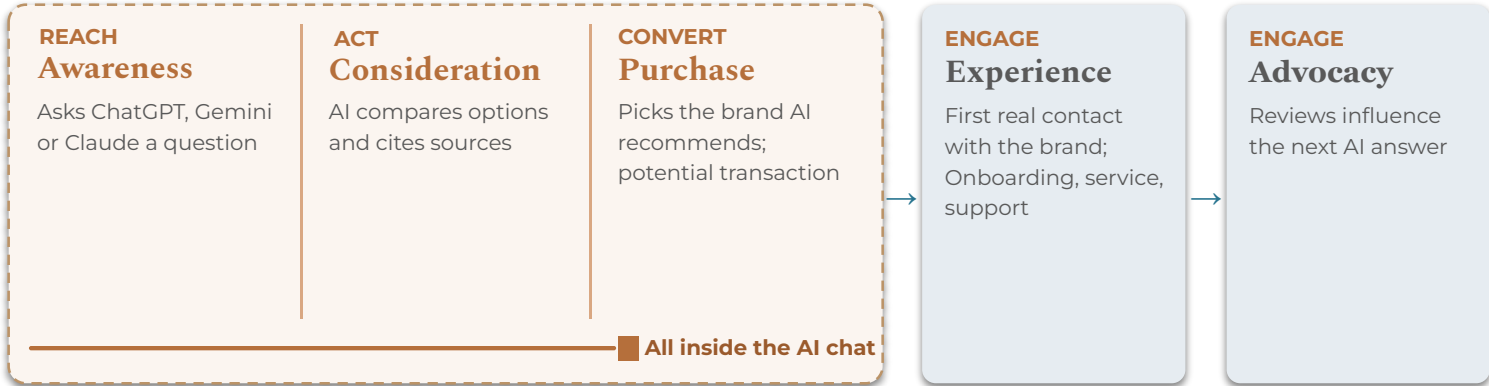


How AI Is Changing the Journey

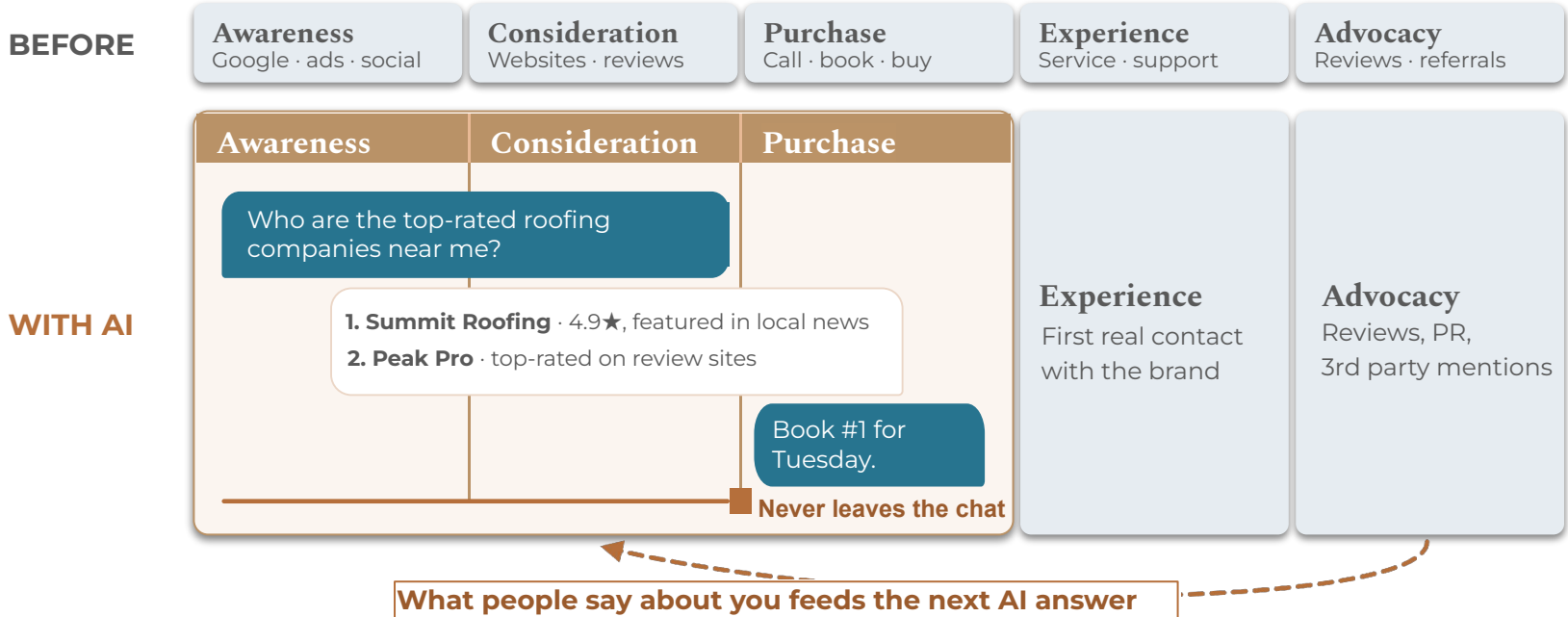
TRADITIONAL JOURNEY • MANY CHANNELS



AI JOURNEY • ONE CONVERSATION



How AI Is Changing the Journey



So what? If AI doesn't cite you in the conversation, you're not in the journey at all.



Thanks for attending!

Learn more at:
aibrandvisibilitywebinar.com